

REMARKS

Reconsideration and allowance of the subject application in view of the foregoing amendments and the following remarks is respectfully requested.

The Examiner is thanked for the courtesies extended during the Examiner interview held on January 15, 2003.

Claims 1-21 are pending. New claims 11-21 have been added to secure the appropriate scope of protection to which applicants are believed entitled. Claims 1 and 8 have been amended in accordance with discussions held with the Examiner during the Examiner interview. Claims 4 and 6 have been amended to conform with claims 9 and 10. Claim 7 has been amended for claim clarification.

The rejection of claims 1-8 under 35 U.S.C. 101, 35 U.S.C. 102, and 35 U.S.C. 103(a) are believed overcome in view of the above amendment to claims 1 and 8 and the rejections should be withdrawn.

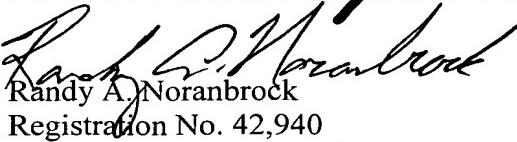
The rejection of claim 7 under 35 U.S.C. 112, second paragraph, is believed overcome in view of the above amendment to claim 7 and the rejection should be withdrawn.

All objections and rejections having been addressed, it is respectfully submitted that the present application should be in condition for allowance and a Notice to that effect is earnestly solicited.

To the extent necessary, please charge any shortage in fee due in connection with this filing to Deposit Account No. 07-1337 and please credit any excess fees to such deposit account.

Respectfully submitted,

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MARKED UP VERSION OF CLAIMS:

1. (Twice Amended) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

- (a) collecting information obtained from potential consumers based on individual emotional orientation selected from the following orientations: survival type, growth type, relaxation type, and a combination thereof [for;]
- (b) generating a computerized database containing personal character profiles of [the] said potential consumers;
- ([b]c) analyzing and sorting said character profiles in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of [the following] said individual emotional orientations[: survival, growth, and relaxation, or combination thereof];
- ([c]d) producing a series of [advertisements] marketing campaigns for a specific product or service, wherein each [advertisement] campaign contains unique features [so as] directed to [be adapted for] a specific one of said clusters;
- ([d]e) determining and presenting the appropriate [advertisement] campaign directed to the cluster corresponding to the character profile of [from] said [series of advertisements to a] potential consumer [in the corresponding cluster].

4. (Twice Amended) A method according to claim 2, wherein the questionnaire is presented to a potential customer through [Internet service, telephone, interactive television, point-of-sale, or any other appropriate] an interactive medium.

6. (Twice Amended) A method according to claim 1, wherein the [advertisement] campaign is presented to the potential consumer by [electronic mail, direct mail, telephone, interactive television, at a point-of-sale, or any other appropriate] an interactive medium.

7. (Amended) A method according to claim 1 wherein the number of clusters [is between three and twenty-seven, said twenty-seven clusters correspondings] corresponds to

[all of] the possible combinations of low, medium, and high [level] degrees of orientation [towards] with each of survival, growth, and relaxation orientations[, respectively].

8. (Twice Amended) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting information obtained from users based on individual emotional orientation selected from the following orientations: survival type, growth type, relaxation type, and a combination thereof; [for]
- (b) generating a computerized database containing personal character profiles of [the] said users;
- ([b]c) analyzing and sorting said character profiles in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of [the following] said individual emotional orientations[: survival, growth, and relaxation, or a combination thereof];
- ([c]d) matching users according to the cluster of character profiles to which they users are categorized.